

Old Town Winchester FY16 Budget

| Budget Category | FY16 | 2016 notes | |
|-------------------------------------|--------|---------------------------------------|--|
| Promotion Services | 20,000 | Greatness Downtown Business Promotion | |
| | | | |
| Special Event Promotions - Retainer | 75,536 | | |
| | | 75,536 | Retainer |
| | | | |
| Professional Services | 8,135 | | |
| | | 6,000 | Website/Social media Mgmt |
| | | 440 | Website hosting fee |
| | | 110 | Website domain name renewals |
| | | 685 | SESAC music license |
| | | 900 | Carriage Rides |
| | | | |
| | | | |
| Bldg Repair Maintanance | 0 | | |
| | | | |
| | | | |
| Landscaping Mgmt | | | |
| | 0 | | WC Flower Pot landscaping maintenance |
| | | | |
| Printing & Binding | 8,175 | | |
| | | 6941 | Guide (10,000) twice |
| | | 223 | Holiday Postcards |
| | | 352 | Rack cards (DT Entertainment & Choc. Escape) |
| | | 71 | Movies on the Mall vinyl signs |
| | | 502 | Stakeholder AB Postcards |
| | | | |
| | | | |
| Local Media | 2682 | | |
| | | 678 | Holiday Newspaper ads |
| | | 784 | VA Travel Guide |
| | | 1,400 | Winchester Frederick County Visitor Guide |
| | | | |
| | | | |
| Validated Parking | 125 | | |
| | | 75 | Christmas Parade and AB |
| | | 25 | Parking Elf |
| | | | |
| | | | |
| Food Service Labor | | | |
| | | | |
| | | | |
| | | | |
| Copier Charge | 350 | | |
| | | 347 | City Hall Copier charges |

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|--------------------------------|--------|------------|---|
| Postal Services | 500 | | |
| | | 20 | City Hall Postage and other charges |
| | | 402 | Fall Postcards |
| Telecommunications | 600 | | |
| | | 600 | Verizon Office Cell Phone Plan |
| | | | |
| General Liability | 813 | | |
| | | 813 | VML Insurance |
| Equipment Rental | 120 | | |
| | | 120 | Restrooms for Christmas Parade |
| | | | |
| Building Rental | 450 | | |
| | | 450 | Visitor Center Duratran |
| | | | |
| Mileage and Transportation | 450 | | |
| | | 444 | Expense for VA Main Street Conferences |
| | | | |
| Convention Education | 950 | | |
| | | 940 | Expense for VA Main Street Conferences |
| | | 99 | Admin. Professionals Day |
| | | | |
| VA Commission of Arts | 10,000 | | |
| | | 5,000 | Matching requirement for \$5000 grant funds |
| Downtown Improvement Repayment | 50,000 | | |
| | | 50,000 | Mall Project Debt Service - Fixed Cost |
| Dues & Assoc. Membership | 470 | | |
| | | 350 | Main Streets |
| | | 120 | OT Kiwanis |
| | | | |
| Misc. Charges | 2800 | | |
| | | | |
| Office Supplies | 405 | | |
| | | 400 | Pens, paper, etc. |
| | | 40 | retreat |
| | | | |

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|---|----------------|--|--|
| Food & Food Services | 450 | | |
| | | 30 | stakeholder meetings |
| | | 110 | lunches |
| | | 270 | retreat |
| | | 150 | conference room supplies |
| | | | |
| Landscaping Supplies | 2000 | | |
| | | 1900 | hanging flower baskets |
| | | | |
| Building Repair Maintenance | 200 | | |
| | | | |
| Books and Subscriptions | 105 | | |
| | | 105 | Winchester Star |
| | | | |
| Other Operating Supplies | 2214 | | |
| | | | OTDB member badges |
| | | | Toner catridges |
| | | | Halloween Event crayons |
| | | | Holiday Decorations - replacing lights & decorations |
| | | | Egg Hunt Supplies |
| | | | Santa's Headquarters |
| | | | |
| Computer Software | 190 | | |
| | | | Adobe Acrobat, Photoshop |
| | | | |
| Award & Plaques | 80 | | |
| | | | collages for outgoing OTDB members |
| | | | |
| TOTAL APPROVED BUDGET: | 187,800 | OTW Assessment District Funds Estimate | |
| | | | |
| Special Event Promotions - Special Appropriations | 124,000 | Additional Amount Requested from City Council for Events, Branding and Marketing | |